

**Drive Thru Stakeholder Meeting Notes**  
**May 27, 2009**  
**2:30 PM – 3:30 PM**  
**Chinook Building**

Industry representatives attending: Wes Benson, Taco Time; Becki Holmes, Starbucks; Josh McDonald, WRA; attending by phone: Stacy Marler, Del Taco; Michelle Ratsch, McDonalds; Heather Peters, Dairy Queen

Public Health representatives: Donna Oberg; Dennis Worsham; Mark Rowe; Morgan Barry; Leonard Winchester; Greg Wilson

*Report on:* Drive Through Resource Report with City/County Planning Contacts

Greg Wilson reported on his research resulting from contacting the 39 cities and unincorporated King County to discuss the permitting and governance requirements related to nutrition labeling and potential signage changes for the drive through windows. Greg spoke with staff in each of the permitting jurisdictions, and compiled a chart listing jurisdiction names, contacts and phone numbers. This research indicated that some municipalities could be open to permit variances, others likely would not have that flexibility. *Report is attached.*

*There was some discussion and questions about drive through report. One chain representative described making plans to put the calories on the existing menu board so that there will be no additional permit fees, costs for a new sign, or lighting.*

Request to contact industry about Drive Through deadline:

WRA asked that PHSKC contact chains with drive through windows again, and remind them of the August 1 deadline when nutrition labeling posting requirements go into effect. PHSKC stated that a letter would be sent to chains with drive through windows. In addition, an article could go into the WRA newsletter and possibly on their web site.

Where to put the other nutritional information:

Industry expressed safety concern for putting the nutritional brochure in a holder in the drive thru. Another concern related to readability of a poster or sign in queue which would need to be lit, increased costs and requires a permit.

Nutrition Labeling regulation states:

*Approved alternative method for providing nutrition information other than calories to consumers in a drive-through. A chain restaurant may provide the other nutrition labeling to consumers in queue in a drive-through at the first window of the drive-through or at another location where it is easily accessible to drive-through consumers in lieu of the requirement in BOH 5.10.015.C. that it be plainly visible to consumers at the point of ordering, but only if the chain restaurant provides calorie labeling to consumers in a drive-through in accordance with the provisions for calorie labeling in this chapter.*

- Public Health will develop guidance for the additional required nutrition information at the drive through window, and provide to Industry. This guidance will be included with the industry mailing to chains with drive through windows, media release and submitted for sending to the WRA email list, and the monthly magazine by the end of June.

**DRIVE-THRU: STAKEHOLDER FEEDBACK**

**(TALKING POINTS / SUPPORTING FACTS & DATA)**

### SITUATION

- Agenda / action item from 2008 Menu Labeling Stakeholders Meeting: Morgan Barry requested input from the stakeholders on the implementation process of the drive-thru phase of Trans Fat and Menu Labeling regulation
- Approximately 40 municipalities exist with varying permitting / governance requirements
- How do we: obtain clarity on what we need to know; identify / determine key stakeholders; cultivate supporting relationships

### TARGET

#### TO BETTER UNDERSTAND:

- How the menu labeling planning process and implementation requirements should be managed for drive-thru establishments
- Any potential menu labeling drive-thru concerns / barriers
- Explore development of an internal work group to examine possible strengths, weaknesses, opportunities, threats

### INITIAL FINDINGS

#### NO OVERT ISSUES IDENTIFIED THAT POSE A THREAT TOWARDS DEVELOPMENT OF A SUCCESSFUL DRIVE-THRU IMPLEMENTATION STRATEGY AT THIS TIME:

- Contact has been successfully completed with 40 municipalities; introductory relationships have been established with key decision makers (see following documentation); identified contacts are willing to make themselves available to support future menu labeling stakeholders as requested / appropriate
- cursory feedback from the major chain restaurants indicates their willingness to honor the established drive-thru timelines; however, the labeling costs to honor the regulation requirements in a down economy have had an impact
- Municipalities – a) most were eager to partner and develop working together strategies that target ways to generate successful “win-win” outcomes for all involved; b) On one extreme, many view as an opportunity to provide services to their citizenry and are open to variances; c) on the other extreme some expressed limited flexibility for variances at all
- Recommendations: a) Start drive-thru planning / implementation conversations early; b) continuous education is important; c) respect and understanding for the growing time / job demands placed on all stakeholders during 2009

# NUTRITION LABELING RESEARCH / DRIVE-THRU (CITY / COUNTY PLANNING RESOURCES)

CITY	ADDRESS	CONTACT	PHONE	FAX	COMMENTS
1. ALGONA	402 Warde St. Algona 98001	Scott Jones Manager	253.833.3897	253.939.3366	Planner @ City of Algona
2. AUBURN	25 Main St. W. Auburn 98001	Chris Anderson 253.876.1962	253.931.3020		Permit Center
3. BEAUX ARTS	10550 SE 27 <sup>th</sup> Pl Beaux Arts 98004			425.454.8580	
4. BELLEVUE	P.O. Box 90012 Bellevue 98009-9012	Gregg Schredder Build Director/ Official	425.452.6451	425.452.6938	Liz Stead, Urban Design Plan Manger 425.452.2725
5. BLACK DIAMOND	25510 Lawson St. Black Diamond 98010	Steve Pilcher Community Dev. Dir.	360.886.2560		
6. BOTHELL	18305 101 <sup>st</sup> Ave NE Bothell 98011	Mike Delack, Deputy Dir. & Building Official	425.486.8152		Bruce Blakburn (Key Contact)
7. BURIEN	415 SW 150 <sup>th</sup> St. Burien 98166	Scott Greenburg Project Manager (206.248.5519)	206.248.5520 (Main#) Liz Ockwell, Deputy (206.812.7575)		Flexible
8. CARNATION	City Hall / Tolt Ave. Carnation 98014	Jamie Burrell City Planner	425.333.4192		



# **NUTRITION LABELING RESEARCH / DRIVE-THRU (CITY / COUNTY PLANNING RESOURCES)**

19. KIRKLAND	123 5 <sup>th</sup> Ave Kirkland 98033	Tom Genson, Mgr Scott Guter; x3225	425.587.3600	425.828.1292	Eric Shields, Planning Dir; 425.587.3226
20. LAKE FOREST PARK	17711 Ballinger Wy NE	Steve Bennett	206.368.5440	206.364.6521	206.361.8156
21. MAPLE VALLEY	P.O. Box 320 Maple Valley	Sally Wilson Permit Technician	425.413.8800	425.413.4282	Ty Peterson, Dir Com Dev; 425.413.8800
22. MEDINA	501 Evergreen Pt. Rd Medina 98039	Donna Goodman 425.454.9223	425.454.9222	425.454.8490	(N/A)
23. MERCER ISLAND	9611 SE 36 <sup>th</sup> St Mercer Island	Doug Young	206.236.3592	206.236.3599	
24. MILTON	1000 Laurel St Milton 98354	Dana Herron, Mgr 253.992.8738	253.838.4257		
25. NEWCASTLE	13020 SE 72 <sup>nd</sup> PL	Steve Roberge	425.649.4444	425.649.4363	(N/A)
26. NORMANDY PARK	801 SW 174 <sup>th</sup> ST. Normandy Pk 98166	Janis Goucher Planning Director	206.248.7603	206.439.8674	(N/A) DQ Closed
27. NORTH BEND	P.O. Box 896 North Bend 98045	Greg Kirk 425.888.5633 x4118	425.888.1211	425.888.5636	Jamie Burrell Senior Planner; 425.888.7642
28. PACIFIC	100 3 <sup>rd</sup> Ave. SE Pacific 98047	Paula Wiech 253.929.111	253.833.2660	253.887.9910	Planning & Public Works
29. REDMOND	15670 NE 85 <sup>th</sup> ST Redmond	Rob Odle, Planning Dir; 425.556.2417	425.556.2473	425.556.2456	

**GENERAL COMMENTS FEEDBACK FROM KEY STAKEHOLDERS**

<p><b><u>AUBURN:</u></b></p> <ul style="list-style-type: none"> <li>• Number one concern is impact on traffic circulation</li> <li>• Permitting considerations are based on new business versus existing business status</li> <li>• If more time is required to read additional information on new boards, then considerations for vehicle stacking / queue time are important; additional space requirements may need to be considered</li> <li>• Sign permit allocations for sign size / capacity is based on zoning; size of business; and frontage</li> <li>• Wa State illumination permits / requirements are a factor in Auburn</li> <li>• Auburn regulations have built-in processes to support potential deviations</li> </ul>
<p><b><u>BOTHELL:</u></b></p> <ul style="list-style-type: none"> <li>• Estimated: 2-McDonald's; 1-Taco Bell; 1-Taco Time</li> <li>• Balance of Drive-Thru Operations are on the Snohomish County section of Bothell</li> </ul>
<p><b><u>ISSAQUAH:</u></b></p> <ul style="list-style-type: none"> <li>• Willing to work with the Nutrition Stakeholders to accommodate regulation requirements</li> <li>• Queue in sign requirements are generous if desired</li> <li>• Stacking requirements are of concern</li> </ul>
<p><b><u>KENT:</u></b></p> <ul style="list-style-type: none"> <li>• Considerations and support provided on a case by case basis</li> </ul>
<p><b><u>LAKE FOREST PARK:</u></b></p> <ul style="list-style-type: none"> <li>• Code Publishing Services in Seattle has their code for sign regulations and rules enforcement in place which are applicable to the LFP Town Center</li> <li>• Issue: = &gt; No new drive-thru operations permissible; Zoning for current drive-thru established on a conditional use process</li> <li>• Based on Hearing Examiner; 18.52.070</li> </ul>